



اَوْنِيُوْرَسِيْتِيْ تِيْكْنُوْلُوْجِيْ مَارَا  
**UNIVERSITI  
 TEKNOLOGI  
 MARA**

**INDIVIDUAL PROJECT**

**COURSE: PRINCIPLES OF ENTREPRENEURSHIP**

**CODE: ENT 530**

**PROJECT: SOCIAL MEDIA (FB)**

**NAME OF PAGE BUSINESS: SAMBALICIOUS MELETOP**

**GROUP: NBH6B**

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## ACKNOWLEDGEMENT



Alhamdulillah to Allah S.W.T for the completion of my Social Media Portfolio which is one of the requirements that need to be accomplish in the course work assessment for subject code ENT 530 as an individual assignment.

Special thanks to my family and friends because giving me their support and commitment to complete this task. They help me to promote my page and my product to their friend and this is my individual assignment that I need that support from others to viral my page and to make sure my page have many followers. Also thanks to my lecturer, Madam Zanariah Bt Zainal Abidin because of her kindness to help me and give more info to complete this portfolio.

From this task, I have learned many info and knowledge such as how to manage and run online business with using social media like Facebook. In addition, also many knowledge that I got from customer such as how to handle customer, and also skill to attract people to like and follow the page also I've been used a method such as teaser, soft sell and hard sell to promote my product.

## EXECUTIVE SUMMARY

Sambalicious meletop is a business that carries out online business for food product. This product consist of anchovies, tempe, crispy fried shallots and ground nuts with quality product used and special ingredients without additional chemical or powder. This business created to provide an opportunity to all customers who have problem in appetite. It is because sambalicious can give us more appetite when we eat with a hot rice as an additional menu.

What is the special about this product is this is homemade with quality product and got a certificate Halal from Jakim and also the price is affordable. So, we focus to customer in Kuala Lumpur and Selangor and we also have a postage service to customer outside from Lembah Klang. Retaining Sambalicious Meletop's customers is a very strong suit for this business, so we our own strategies to ensure that our customers satisfied with our services.

This can be achieved if we employ the best customer service executives who are adept at handling orders, promptly attending to complaints and inquiries. We also intend to provide a listening ear to our clients for feedbacks that will help make the company progress. Skills and ways to know how to attract customers are important. Start by giving teaser a customer to give the customer a sense of excitement to know which product to sell. Next, the skills to make soft sell to give you an idea of exactly what the product is going to sell in the right way.

Last but not least, we will make sure that our product have a higher demand from customer and give a satisfied to all customers because our trademark is "your taste is our priority".

### TABLE OF CONTENT

CONTENT		PAGE
<b>Body of the Report</b>		
<b>i.</b>	<b>Introduction of business</b>	
	• Name and address of business	1
	• Organization Chart	1
	• Mission / Vision	1
	• Descriptions of products / services	2
	• Price List	2
<b>ii.</b>	<b>Facebook (FB)</b>	
	• Creating Facebook (FB) page	3
	• Costuming URL Facebook (FB) page	4
	• Summary of likes	5
	• Facebook (FB) post – Teaser	11
	• Facebook (FB) post – Copywriting (Soft Sell)	13
	• Facebook (FB) post – Copywriting (Hard Sell)	16
	• Frequency of posting	19
	• Sales Report	22
<b>iii.</b>	<b>Conclusion</b>	26

i. **Introduction of business.**

• **Name and address of business**

Name of this business is "Sambalicious Meletop". This business address is Lot 65A, Kg Pasir Baru, Jalan Klang Lama, 58200 Petaling Kuala Lumpur. This business is only conducted by one staff member and he is the owner of this business. As the only person in charge of doing this business, the task of the Sambalicious Meletop owner is to manage and update the Facebook account by promoting the product released. In addition, record buyer details and record cashflow and entry by providing sales reports. Lastly, he as a person who manages postage items ordered by the customer.

**Organizational Chart**



**Che Muhammad Nazrin Bin Che Mohd Nor**

• **Mission and Vision**

Sambalicious Meletop mission is to make sure the customers have satisfied with our product also hope a higher demand in market.

Our vision is to expand our business in Kuala Lumpur and Selangor especially in Lembah Klang as long as we achieved our target and we also have strategies to ensure that the goals and missions are achieved.